

Evolve OOH (part of the Talon Group) is a global outdoor media agency, whose vision is to create a business that evolves the OOH medium through pioneering, results driven tools, team experience and a passion for creativity.

Evolve aims to nurture and develop its PEOPLE. We promote CREATIVITY, whatever form that may take to allow our people to flourish. We embrace ACCOUNTABILITY for our work; providing all the DATA we need to make good decisions. Crucially, giving our people AGILITY to react and provide our clients and suppliers with the best-in-class service we pride ourselves upon.

HEAD OF CLIENT & BUSINESS DEVELOPMENT

The Head of Client & Business Development will have ultimate responsibility for ensuring their group of APAC Agencies/Clients receive the highest level of client service and best in class APAC and International OOH planning and buying as well as for driving business growth and development across APAC region. Working across your agency group, the Head of Client & Business Development will be responsible for the delivery of forecasted revenue and commercial targets and will be required to create and implement strategies to drive growth across all agencies as well as across brand new clients.

The Head of Client & Business Development will be responsible for building strong relationships with all key agencies and client stakeholders and driving growth through leveraging new and established relationships to uncover new commercial opportunities for the business.

In this role, the Head of Client & Business Development will be required to work with the the General Manager and Sales Director to create bespoke programs of engagement in line with our client and agency strategy. They will support, coach and mentor the Sales Director and Client Managers team to ensure that they too are delivering in their roles, whilst also being a key point of escalation; resolving client servicing issues and client/campaign challenges effectively and continually improving business outcomes for our clients.

This role works closely with, and reports into, the General Manager, with its key focus being to drive commercial growth by ensuring that clients and agencies continue to see Evolve/T.I. as THE best OOH agency in the APAC region due to our market leading client service, results driven strategic planning capability and our global OOH expertise.

ROLES & RESPONSIBILITIES

Client Service Excellence:

- Overall responsibility for the day-to-day running of the team and group of agencies and for positive feedback on annual agency surveys.
- Work with the General Manager and Sales Director to create annual agency business plans that will deliver growth for Evolve/T.I.
- Work with the General Manager and Sales Director to ensure the team successfully deliver high quality, strategic and successful APAC and international client campaigns across all agencies.
- Create and help deliver quarterly inspiration sessions and international content across all agency groups to help drive growth in OOH revenue.
- Ensuring team put effectiveness at the core of their planning and include research solutions within responses to briefs.
- Responsible for ensuring the team delivers regular market updates and new OOH opportunities to clients.
- Be the point of escalation and support the General Manager and Sales Director in resolving all major client servicing issues within teams, to the mutual benefit of all parties. This includes both media planning and production services

- Build strong relationships with the senior management team across all agencies, spending time face-to-face-time with key contacts on a regular basis.
- Responsible for generating and delivering annual forecast and hitting commercial targets across agencies/clients.
- Responsible for ensuring the team provide accurate monthly and quarterly forecast updates for all agencies/client groups.
- Support the General Manager and Sales Director in identifying new opportunities for clients/agencies that will help deliver growth for existing clients.
- Create/leverage agency relationships to identify potential new business initiatives/new income opportunities that can increase revenue for Evolve (i.e. working with different agency departments across other media, with mobile teams or creative agencies etc.).
- Overall responsibility for delivering on diversified revenue targets.
- Work with the General Manager and Sales Director to drive Evolve business initiatives, taking the lead on specific projects when required. (I.e. briefs, pitches, new revenue opportunities, conferences, Inspiration sessions etc.).
- Work with the General Manager and Sales Director in constructing and reviewing the annual agency survey. Be responsible for implementing specific changes/initiatives because of the annual agency survey.
- Be comfortable and capable of communicating and negotiating at Commercial Director and GM level across all agency groups.
- Work with the General Manager and Sales Director on compiling and implementing a hospitality/entertainment plan for key clients to maintain relationships.
- Work with the General Manager and Managing Director on future structural changes and recruitment requirements and needs across the teams.
- Participate in projects and initiatives which drive the Talon group commitment to positive social and environmental causes. e.g., charity partnerships, volunteering, carbon offsetting etc.
- Work with the Senior Management team to help ensure the best possible culture and tone is set throughout the business.

New Business Development:

- Work with the General Manager and Sales Director to create new annual agency business development plans that will grow Evolve and Talon's client portfolios.
- Create and help deliver introduction meetings as well as inspiration sessions and international content across new agencies/clients.
- Build new relationships with the senior management team across new agencies, spending time face-to-face-time with key contacts whenever required.
- Support the General Manager and Sales Director in identifying new opportunities for new clients/agencies that will help them to on board and increase the conversion rate.
- Identify any potential new business initiatives/new income opportunities that can increase revenue for Evolve (i.e. working with different agency departments across other media, with mobile teams or creative agencies, working with vendors, promoting non-APAC OOH to APAC clients etc.).
- Overall responsibility for delivering on diversified revenue targets.
- Work with the General Manager and Sales Director to drive Evolve business initiatives, taking the lead on specific projects when required. (I.e. pitches, new revenue opportunities, conferences, Inspiration sessions etc.).

Product:

- Responsible for ensuring the team promote and use the EVOLVE/Talon technology and data stack and that all team outputs include a strategic response to brief with relevant data and insights included.
- Work closely with Talon's tech team and GM/MD to develop our international ProOH / Automation capabilities. Lead, champion, and educate Evolve/TI's planning teams and agencies about this opportunity to ensure improved planning efficiencies, greater campaign effectiveness and generate business/retained margin growth.
- Work closely with Strategy Director, GM and Sales Director to guide/lead the strategic approaches for briefs for key clients, new business, or where there is a high earning potential.

- Work closely with Strategy Director to create and deliver proactive proposals, tailored to key client categories that can then be shared across agency and client groups.
- Be accountable for ensuring the creation of award worthy work, with a focus on effectiveness to drive stronger outcomes for clients and in turn, award wins internationally.

KNOWLEDGE & SKILLS:

- Extensive OOH planning experience and relevant market knowledge, with special emphasis on Asia Pacific.
- Versatility to work and travel across multiple markets.
- A solid understanding of the APAC & International OOH landscape and established relationships with Media Owners.
- Experience in OOH, DOOH strategic planning, programmatic buying and creative optimisation
- Exceptional commercial acumen.
- First class relationship management skills; with the ability to communicate across all levels, both internally and externally.
- Strong people management skills and the ability to maximise a team's potential through ongoing motivation, evaluation and development.
- Team player, who can also work independently with a strong sense of responsibility, work ownership and accountability.
- Strong presentation skills and both strong knowledge and skills of Microsoft Office software.